MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016 SESSION

BMK2044 – MARKETING COMMUNICATION

(All Section / Groups)

7 MARCH 2016
2.30 pm - 4.30 pm
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 3 pages only (including cover page).
2. Attempt **ANY FIVE (5)** questions out of **SIX (6)** questions.
3. The distribution of the marks for each question is given.
4. Please write all your answers in the Answer Booklet provided.

Attempt **ANY FIVE (5)** questions out of **SIX (6)** questions.

QUESTION 1

Discuss any FOUR bases of market segmentation with examples and explain the reasons marketers are employing such techniques.

(Total 20 marks)

QUESTION 2

Explain the theories of classical conditioning and operant conditioning. Discuss how these two theories can be applied in advertising as products and services.

(Total 20 marks)

QUESTION 3

Discuss any TWO primary source attributes noted by Herbert Kelman and find an example of an advertisement or other type of promotional message that utilizes each attribute.

(Total 20 marks)

QUESTION 4

Particular advertising appeal can be executed in various ways and a particular means of execution can be applied to a variety of advertising appeals. Discuss any FIVE commonly used execution techniques with appropriate examples.

(Total 20 marks)

QUESTION 5

What is the difference between direct marketing and direct selling? Describe THREE forms of direct selling and some of the characteristics of the industry that make it unique.

(Total 20 marks)

Continued...

QUESTION 6

What is the difference between a consumer-franchise-building and non-franchise-building promotion? Find an example of a promotional offer you believe contributes to the equity of a brand and explain how it does so.

(Total 20 marks)

End of page.